

MEDIA AWARENESS NETWORK

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Television News Questionnaire

How much do you know about television news?

1. What channels do you watch?
2. Why do you watch television?
3. What channels do other members of your family watch?
4. How many hours per day do you watch television?
5. How often do you watch the news on television?
6. Generally, do you watch the whole news broadcast, or specific segments? (If so, which ones?)
7. What is the target audience of your favorite television station?
8. Would there be a difference in approach to the news between your favorite channel and that of your parents?
9. Are you more likely to watch the news on the same television station as your parents, or do you watch the news on a different channel?
10. In what order is the following information presented:
 - local news
 - national news
 - international news
 - weather
 - sports
11. Where would you expect to get the most detailed analysis of the news:
 - radio
 - television
 - newspaper
 - newsmagazine
12. When would the majority of people listen to television news: morning, afternoon, night? Why?
13. As a teenager, do you feel it makes a difference whether you watch news on a television channel that's geared to teens (i.e. Much Music or YTV) or from a television channel such as CBC?

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